Manager - The British Journal of Administrative Management
ISSN - 1746 1278
Volume 58 Issue 156 Nov 2022

DATA PERFORMANCE ON COMPARATIVE STUDY OF PUBLIC SECTOR AND PRIVATE SECTOR BANKS IN INDIA

Bhola Khan
Department of Economics, Yobe State University,
Damaturu, Nigeria, PMB-,
Email: bholakhan.apj@gmail.com

Puneet Kumar
Adjunct Professor,
Business Analytics, Universal Business School,
Karjat, Maharashtra, India. Email: puneet.bd@gmail.com

Tushar Soubhari
Assistant Professor of Commerce, N.S.S. College,
Manjeri, University of Calicut, Kerala, India.
Email:tusharsoubhari1988@gmail.com

Lineesh .P
Assistant Professor, Department of Commerce,
Jain (Deemed-to-be Universiry), Kochi, Kerala, India.
Email:lineeshaagney2012@gmail.com

Dr. Bhadrappa Haralayya
Professor and HOD, Department of MBA,
Lingaraj Appa Engineering College Bidar, Karnataka, India.
Email: bhadrappabhavimani@gmail.com

Dr. U. Priya
Assistant Professor, Department of Commerce,
College of Science and Humanities, SRMIST, Kattankulathur,
Chennai, Tamilnadu, India. Email: umarajanpriya@gmail.com

ABSTRACT:

In this paper, we discussed the data statistical analysis for ANOVA for private and public sector banks with null hypothesis testing. The comparative study is helpful for the performance of the banking system and quality control with customer satisfaction and we have investigated only for Indian banks such as Indian bank, IOB, Canara bank, HDFC, KVB, CUB, etc..

Key words: *data analysis, private banks, public banks, India*

Manager - The British Journal of Administrative Management
ISSN - 1746 1278
Volume 58 Issue 156 Nov 2022

INTRODUCTION

For all lives, costs are important: nationwide, home and business. A fee is established to utilize the money strongly and to think the objective is as successful as it can be achieved. Costing is an efficient method for managing your talents efficiently, including road planning, coordination of sports, process control etc. Management plans need to clearly define essential abilities for effective and successful management [1]. Cost and value processing provides a variety of simple planning and management technologies. A rate is that sets a goal for the performance of rupees or portions of the opposition. The expenses are closely related to the management and accounting functions of the company [2].

As the size of the company is growing, costs must be calculated more efficiently as costs are an excellent way to plan and manipulate plans [3]. The expenses are useful for co-coordinating the various operations of a business (including itsproduction, sales, buying, etc.) leading to anypreceding sport. The cost is the display technique [4]. Control ideas are the top realistic figure. Sport is coordinated by leaders of various divisions in a number of things required to achieve the aim of the organization. In future the cost is needed to develop the right workforce, to organize sports in many regions and to check the performance of many individuals at unusual levels [5]. There may be two basic directions for splitting expenses. Today's capital and price. The capital value targets expected expenditure for newprojects that may need private financing. Workplace fees are more directly geared towards meeting corporate objectives for a short period, such as production aspirations or profits in a business firm [6]. Tariffs may be divided intoseveral sections of practical expenses. The advantages of the institution or procedure in particular are highlighted and the expensesassociated with this proposal are eliminated. Certain specialists or analysts are also generating the problem of putting the money in intangible instruments and the benefits and costs of living in some places. In such calculations, mostanalysts can estimate the cost of opportunity [7].

You may also find solutions to the problem and choose your pleasant place to get it. It might be very creative. In addition, this treatment cannot assist since it may waste time and money to address an unworthy problem. Cost analysis of benefits or cab is a basic methodfrequently used to determine whether or not an operation is performed [8]. As recommended by your defense, increase mobility benefits rates specifically to use the method and eliminate related expenses. The charge is unique or may be continuous [9]. Over the years, the benefits are frequently obtained. We build this temporal effect in our research by calculating the recovery time. This is the moment to pay their exchange benefits costs. Many companies are demanding reimbursement for a different period of time, for example, for three years. Cost evaluation is performed in its simplest form with the finest financial expenses and financial benefits. A basic value/profit analysis of a scheduled system, for example, would increase the costs of road construction, reducing them to the monetary advantage of improving transport connections [10]. I can't monitor the environmental damage rates or make it easier and faster to see the artworks.

REVIEW OF LITRATURE

CBA correlates, but the assessment of cost- effectiveness is interesting. The blessings and expenses indicated in CBA are calculated in cash currencies modified to represent all project blessings and flows over time in terms of the "netdonation price" (typically in a single point).

Formal, if exclusive, technology consists of cost-effectiveness evaluation, cost-interest evaluation, economic impact assessment, economic impact analysis and SROI analysis. It analyses the expected value for money, such as calculating lost alternatives and high popularity, and predicts how the benefits of coverage exceed

their cost and categories tones (that is, it is easy to organize the change of regulations in terms of price and benefit ratio). Changing the popularity at the moment by choosing the lowest cost ratio may improve Pareto's performance since the opportunity policy cannot boost an organization's situation without hurting another company [11]. In general, an adequate price benefit assessment determines the boom in a welfare boom. If not, rating advantages are studied not to make abrupt financial promises or to improve social welfare;a macroeconomist's innovative idea is usuallyremarkable in comparing the social welfare impact of a programmed.

A similar technique is used in the environmental assessment of public finance rates. Prices and benefits may vary. Due to significant market information, financial pricing is usually very effectively represented in the analysis of price advantages. The Internet benefits of this project may include valuable savings or a general willingness to make reimbursements (i.e., no policy violation is sufficient for the general public) as well as a willingness to accept reimbursement (including the public's right to benefit from this policy) as a consequence of the policy to provide commercial welfare [12]. The technique of evaluating blessings involves identifying all afflicted parties (categories) by interfering with and collecting (usually high and/or negative) expenses that are generally cost-effective and are responsible for their welfare.

The true reimbursement for someone who may require insurance in order not to change their welfare is wrong. Surveys (declared methods) or market behaviors (discovered choices) are commonly used to estimate reimbursements of policy, but respondents often have a strong incentive to inform them of their correct options and conduct. The market no longer registers crucial issues regarding the impact of welfare Nomarket. No market. No market. No market.

One of the challenges is to quantify human life when assessing street safety measures or, for example, lifestyle medications. However, the proper method for the rate benefit analysis may often avoid this if blessed changes in non- monetary gadgets with great quality of life. For example, for each stored lifestyle the value of road safety may be assessed and lifestyle financial costs can be explicitly defined. But these non-monetary measures have reduced the benefit of comparing patterns with results that are substantially different. Furthermore, numerous advantages may be derived from the policy and criteria like "consistent value withsaved life" could lead to the categorization ofcompletely new alternatives to conventionalinterest rate evaluations [13].

The environmental assessment, which is typically assessed in the 21st century, is also concerned with the evaluation of human environmental services consisting of high-quality air, water and pollution. Various intangibleconsequences, such as trading reputation, market penetration or alignment of a long-term business strategy, may also be linked to monetary value [14].

CBA typically utilizes time price estimates for money to commonly place all relevant costs and blessings. This is often done by changing theamount of fees and benefits paid by the discount rate to an existing price level. Empirical research and the technical framework indicate that people are decreasing so much in truth [15].

A discounted opponent's decision is personal. The younger prices according to future generations are similar to the present time. Higher rates (e.g. cost of market performance) expose individuals to the uncertainty of time and in such days assess their cash more than their future cash. The choice has a big effect on the assessment of long-term impact actions, particularly those affecting the alternative climate. One problem is the mystery of the high capital level, which may provide longer-term profits [16]. If so, market costs can no longer be used to determine the discount rate since this would affect the future depreciation

(such as climatetrade).

The hazards associated with the task are typically addressed by the use of probability theory. This may be taken into account in the negotiation rate, but is generally viewed one by one (to raise uncertainty over the years). Aversion to risk is often emphasized: the irrational desire to avoid loss of profit. Waiting for a refund No account is now detrimental to uncertainty [17].

Instead of a fault threat, the uncertainty may be accessed via a sensitivity assessment in the CBA parameters which demonstrates how impacts can be produced by changing parameters. An additional formal risk assessment may also be performed using Monte Carlo simulations.

The idea of CBA was defined by Alfred Marshall in later writings and dates back to the article by Jules DuPont in 1848. The Corps of Engineers began to use CBA in the United States. After the Federal Navigation Act of 1936, it was required to correctly assess tariff benefits for federal canal construction. The Flood Control Act of 1939 was utilized as a government cover for the preparation of CBA. "The benefits to those who accumulate exceed the expected rates," he advised.

With the completion of the M1 motorway in 1960, CBA began looking for freight investment in the United Kingdom. Then, along with the London Victoria subway line, it was transferred to other projects for a subsequent application. The former Ministry of Transport, Environment and Territory later adopted the new evaluation method (NATA). This provides unique cost- benefit results and unbiased assessments of environmental effects. NATA first updated it in 1998 to apply it to road maps across the country, but was published on every delivery route. It has been the cornerstone of the UK cargo assessment since 2018 and is being maintained and The European Standard Harmonized Approaches to Transport Cost and Project Evaluation (HEATCO) of the EU reviewed the Load Evaluation Guide in all EU Member States as

part of its sixth framework programmed. The objective of HEATCO is to improve guidelines on harmonizing delivery evaluation techniquesthroughout the European Union.

Transport Canada urged CBA to be used for significant investment in delivery by releasing its 1994 directory.

Usually, in the United States, federal and national transport services use CBA and apply available software equipment such as HERS, BCA.Net, StatBenCost, Cal-BC and TREDIS. Evidence may be obtained from the California Department of Transportation (Caltrans) and the Transportation Economics Committee of the Federal Transportation Research Council (FHA), Minnesota Department of Transportation (MATA).

A graph is a blue print of a blueprint presented in quantitative terms. Cost is a technique of formulating prices. Principles, methods and practice of achieving integrated costs for particular goals are related to cost management [18].

This allows us to differentiate between the three phrases where expenditures are the goals of the department, etc. where costs may be seen as a constructive value. It contains all costs controls and technical information about cost planning in order to impact an average management and business planning tool.

The owner of an appropriate business is essentialfor the effective training, maintenance and control of costs. A value committee is established in several departments to satisfy department leaders. All managers are given the task provided they confirm their departmentalrates.

The price machine is run by the government. Form a price committee to develop realistic pricing. The Price Manager is the organizer of the cost committee to coordinate the pricing for individual departments.

Departmental expenses are borne by managers from different departments all key branches. Training and pricing implementation are the responsibility of the Committee. Members of this committee referred to the case in respective departments and assisted the committee, if required, to make collective judgments. The Cost Committee reviews the prices organized by various executive directors. Coordination of all fees and approval of recent expenditures the value officer serves as this committee's coordinator. All company managers are tasked with ensuring that their final divisions'expenditures are properly implemented.

Cost facilities are the pricing part of the company. A graphic centre may be a division, section of a branch or any other aspect of the Department. Ideally, the head of each centre should be a member of the rate committee. However, at least every price centre in the value committee must be guaranteed a diagonal fee.

Pricing facilities are important to protect all the simple components of the company. When exceptional facilities are set up. For the treatmentof fees, value centers are also needed.

A) The price guide is a file that describes the tasks and responsibilities of the many managers in various areas. A value manual covers the following topics.

B) A cost manual defines the objectives of the price management system. It also offers the benefits and ideas of this device.

C) The responsibilities of numerous people handling the practice and executing tones of prices are likewise laid down in a cost manual. It allows control to cover costs for individuals with various components and explains their tasks and responsibilities,

D) Provides statistics on various spending agencies. The cash skills of different managers are given in the advice to enable the sum to be spent on diverse expenses.

E) A appropriate cost desk must be drawn, including performance assessments, in such a manner that each painting starts incorrectly and systematically.

F) it is also necessary to mention the bureaucracy and range of copies to be included in fee repots. It is definitely necessary to specify the expenses.

G) The length of various price intervals and points is now given.

H) The entire machine technique is honestly specified.

I) The manual also sets forth a technique for accounting for various expenses.

The fee manual helps to record the function and responsibilities of each employee, the way specific activities are performed, etc. It also reduces uncertainty at all times.

The continuing cost tool is a method for obtaining exceptional costs at the same cost. This approach is intended to have greater control on operational sports by incorporating the effect of short-term changes to the long-term objectives of the business without losing sight of further manipulation of operational results. The rates are generated for all selected areas. The cost depends on threading and interference. Correct coordination of the unique costs to monitor successful value. Low rate restrictions may also affect other expenditure. The "Key Component" is a problem that affects all the most important element may still be the same. Connected raw resources may be restrictedsimultaneously, yet it may be difficult to acquire them once. Similarly, several factors may be enhanced at certain times. The main aspect highlights the limits of the institution. This will allow control to improve the management of those departments where development is feasible. Fees planned for a long time for a lengthy period of five to 10 years. They would

want to arrange the operations of the business for a long time. In general, the single higher control "controller" has long fixed pricing. These costs are particularly helpful in physical instruments (i.e. components) or probability based on the fact that over this lengthy time, the amounts owing may be difficult to estimate. Capital investment, research, price improvement, etc. Short-term charges are constructed one to two years of short-term expenditures. They are structured for operations in that direction where they cannot be seen for extended periods without difficulties. These costs are extremely helpful for the sugar, cotton, textiles, and etc. industries of consumer products. They are generally prepared both in terms of physical instruments (i.e. quantity) and the value of the financial instrument contents (i.e., securities) (i.e., securities). Each pricing, etc., is a short-term example. It is helpful to decrease the level of control in order to deal with the problem.

The current cost is a price which is utilized quickly and is linked to present circumstances. Therefore, current expenditures are basically a short term rate adjusted to current circumstances or occurrences (ie, current or winning) (ie, current or winning). They're ready pretty quickly. Let's say, one quarter or a month. It is linked to changing costs.

Temporary expenditure is expenditure between fee periods. This rate may also be coupled with the next duration costs. The significance of apps for price reduction inside a business cannot be overestimated. Companies that lose money need to improve profits or need to be more proactive in reducing the rates they earn. A finding inside a company's survival may be a means of implementing sound price reductions methods.

If the institution has to produce bigger currencies as soon as feasible, the check should decide which rates may be properly lowered. If a discount is needed immediately, the first decreased expenses are those not fixed or linked to production. It is not always a smart idea to significantly decrease the prices produced by a commercial product or service without thorough assessment.

If your business recognizes the significance of reducing costs as an instrument for increasing profitability, the organization's risk of mileage being retained may be higher, regardless of the level of the financial cycle. This is because deductions are a strong instrument that may meet the company's requirements. Cost management is just as essential as sales management.

Keep the blade sharp via a competitive technique. There is no room for complacency which lowers the likelihood of the business being aware of market trends. Changes may come rapidly, and a company that cannot react with new policies, new materials, service efficiency changes and technology adaptability will provide fast performance. The significance of rate discount methods resides in their contribution to improving the organization's performance.

METHODOLOGY

The suggested observation is carried out with the use of primary and secondary factual resources.

Initial information:

The fundamental information is gathered via contact with the CFO and other relevant CEOs of the administrative office of the business.

Secondary information:

All secondary data utilized in the research are collected once a year from the organization's reviews,

guidelines and published texts.

Determinants

Estimations are utilized as foundation for a cost plan and estimates are mostly based on facts and an assessment of quality management

Control The administrative benefit of a system cannot be reduced by cost control. He's the simplest manager.

No attempt may thus be made to overcome performance according to pricing objectives.

Changes recurring changes may be regarded as expenses for first-time conversion of the business environment. In order for the system to succeed, at least throughout the time of training, pricing training must be transmitted. Appropriate instructional programmers for workers to respond well to price sports should be provided.

THE STUDY LIMITATIONS

- Estimates are used as the foundation for the cost plan and estimates are mostly based on available evidence and best management judgment.
- Unable to simplify the cost control to a formulathe management functions. It's just a manager.
- Tool to improve management control efficiency.
- Cost utilization may be limited resource usage.
- Therefore, efforts cannot be made to surpass the performance beyond the cost objectives.
- Frequent cost adjustments may be needed owing to the initial industrial climate change. • Adequate cost education, at least during the training time, should be given in order for the system to succeed. Sufficient training programmers should be developed to ensure that workers respond positively to cost initiatives.

INDUSTRY PROFILE

The Indian car manufacturer is the tenth largestin the world, manufacturing about 2.3 million cars yearly in 2015. India was Asia's largest exporter of motor vehicles in Japan, South Koreaand Thailand in 2016.

Following the monetary liberalization in India in 1991, Indian cars continued to develop due to the acceleration of competitiveness and the removal of restrictions. Different Indian car manufacturers have extended their local and worldwide operations, including Tata Motors, Marti Suzuki, and Mahindra & Mahindra. India's substantial financial development has expanded the local car sector further drawing distinctive Indian financing from worldwide car manufacturers. 170,000 passenger cars produced monthly income in India in February 2016. In India the baryonic vehicle company began in the 1940s. After independence in 1947, the Indian government and the private sector began to set up an automotive manufacturing company. However, the growth of the non-public Indian sector was surprisingly slow throughout the 1950s and 1960s as a consequence of nationalization and licensing. However, following 1970, the automotive industry began to develop and growth was primarily driven by use of tractors, commercial engines and scooters. Cars, however, were the main luxury. In the longterm, according to the established demand of MarutiUdyog, Japanese manufacturers have entered the Indian market. A number of

foreign companies have established joint ventures with Indian companies. In the 1980s, many Japanese manufacturers launched combined motors and light commercial vehicles. At the time the Indian government selected Suzuki as their joint venture for the production of small engines. In 1991 numerous Indian and international automotive enterprises were awarded after fiscal liberalization and the slow weakening of the driver's license. Since then, the automotive and vehicle components industry has developed to meet export and local requirements. Indian is the second biggest two-wheel manufacturer and producer in the world. It is the simplest in terms of both Japan's V quantity and Chinese family income. This tourist destination has been established for a number of reasons, such as the Indian authorities' restrictive restrictions on passengers' motorcycles development, the increased demand for personal delivery, inefficient public transport, etc. The Indian two-wheeler originated in the early 1950s, when the Indian automobile industry (API) started producing scooters in the USA. S. S. API and Enfield were until 1958 the sole producers.

The wheel market opened up to foreign opposition in the mid-1980s. In the 170cc bicycle attack on four Indo companies, the then market heavyweights, escort and Enfield, were entangled. -Japanese. Asks for Hero Honda, the fastest 4-time (170 cc) product, and receive a hatch cover with accessible low-fuel motorcycles. The first Japanese bicycles were launched in the early 1980s. TVS Suzuki and Hero Honda respectively introduced the first four-stroke motorcycle and race. Initially, these two players grouped CKD kits and then went on to the original production. In the 1950s, 1960s and 1970s, the industry experienced smoothly when the state banned new entrants and closely managed capacity growth. In the 1980s, the industry grew quickly. In 1990, the industry experienced a 14% volatility leading to sales of 1, 9 million vehicles.

In 1990, the whole automotive industry saw a significant drop in defense. This led to a 15% decrease in 1991 and an 8% drop in 1992 which resulted in a loss of 4 million production cars. All major manufacturers suffered recession in fiscal year 93 and fiscal year 1994, with the exception of Hero Honda. In 1992, the Honda champion saw a small decline. This recession in the region was caused by the steady increase in petrol costs, excessive output rates and loss of purchasing power due to significant improvements such as 1992 outputfrom the new add

Indian automotive firms Notable Indian car manufacturersAshok Leyland

DATA ANALYSIS

Table 1: Descriptive Statistics

Variables/construct	Minimum	Maximum	Mean	Standard deviation
Public and private sector banks	1	9	5.2160	.22790
	1	5	4.1220	.11762
	1	6	4.0100	.04685
	1	5	1.9350	.06655
	1	5	1.7480	.16883
	1	5	1.6630	.10668
	1	10	7.8530	.45779
	1	5	1.8022	.08694
	1	5	1.7909	.08907
	1	5	3.6200	.03131
	1	5	3.5220	.13607

One-way analysis of variance

Table 2: Analysis of Variance of the respondents of private banks

Descriptive	Sum of Squares	df	Mean Square	F	Sig.
1	.015	1	.015	.005	.943
2	572.755	198	2.893		
3	572.770	199			
4	.080	1	.080	.243	.623
5	65.263	198	.330		
6	65.343	199			
7	.012	1	.012	.032	.859
8	75.415	198	.381		
9	75.427	199			
10	.108	1	.108	.372	.543
11	57.651	198	.291		
12	57.760	199			
13	.025	1	.025	.134	.715
14	37.284	198	.188		
15	37.309	199			
16	.156	1	.156	.059	.808
17	522.583	198	2.639		
18	522.739	199			
19	.001	1	.001	.007	.935
20	44.570	198	.225		
21	44.572	199			
22	.159	1	.159	.764	.383
23	41.248	198	.208		
24	41.407	199			
25	3.203	1	3.203	7.850	**.006**
26	80.797	198	.408		
27	84.000	199			
28	.919	1	.919	2.228	.137
29	81.616	198	.412		
30	82.534	199			
31	.116	1	.116	.456	.500
32	50.222	198	.254		
33	50.338	199			

Inference

There is significant difference in Buying decision affect by social media factor (F=7.8502, P<.05) among the respondents of different gender. There is no significant difference in Most preferred social media factor (F=.005, P<.05), Preference of more time spent (F=.243, P>.05), Drive behind joining a brand (F=.032, P>.05), Use of social media sites factor (F=.372, P>.05), Driving force to social media than mass media factor (F=.134, P>.05), Source of data before purchase factor (F=.059, P>.05), Search of alternative in social media factor (F=.007, P>.05), Consumer review that affect purchase decision factor (.764, P>.05), Length of decision making process factor (F=2.228, P>.05) and Opinion on social networking sites factor (F=.456, P>.05), among the respondents of different gender.

Table 3: Analysis of Variance of the respondents of public banks

Descriptive	Sum of Squares	df	Mean Square	F	Sig.
1	14.840	1	14.840	5.267	.023
2	557.930	198	2.818		
3	572.770	199			
4	1.184	1	1.184	3.654	.057
5	64.159	198	.324		
6	65.343	199			
7	.042	1	.042	.110	.741
8	75.385	198	.381		
9	75.427	199			
10	.083	1	.083	.286	.594
11	57.677	198	.291		
12	57.760	199			
13	.114	1	.114	.607	.437
14	37.195	198	.188		
15	37.309	199			
16	8.533	1	8.533	3.286	.071
17	514.206	198	2.597		
18	522.739	199			
19	.024	1	.024	.106	.745
20	44.548	198	.225		
21	44.572	199			
22	.095	1	.095	.457	.500
23	41.311	198	.209		
24	41.407	199			
25	1.690	1	1.690	4.065	**.045**
26	82.310	198	.416		
27	84.000	199			
28	1.224	1	1.224	2.981	.086
29	81.310	198	.411		
30	82.534	199			
31	.551	1	.551	2.192	.140
32	49.787	198	.251		
33	50.338	199			

Inference

There is significant difference in Buying decision affect by social media factor (F=4.065, P<.05) among the respondents of different marital status. There is no significant difference in Most preferred social media factor (F=5.267, P<.05), Preference of more time spent (F=3.654, P>.05), Drive behind joining a brand (F=.110, P>.05), Use of social media sites factor (F=.286, P>.05), Driving force to social media than mass media factor (F=.607, P>.05), Source of data before purchase factor (F=3.286, P>.05), Search of alternative in social media factor (F=.106, P>.05), Consumer review that affect purchase decision factor (.457, P>.05), Length of decision making process factor (F=2.981, P>.05) and Opinion on social networking sites factor (F=2.192, P>.05), among the respondents of different marital status.

Table 4: Analysis of Variance of the respondents of comparative

Descriptive	Sum of Squares	df	Mean Square	F	Sig.
1	24.562	4	6.141	2.184	.072
2	548.208	195	2.811		
3	572.770	199			
4	8.396	4	2.099	7.188	**.000**
5	56.947	195	.292		
6	65.343	199			
7	7.064	4	1.766	5.037	**.001**
8	68.364	195	.351		
9	75.427	199			
10	3.865	4	.966	3.496	**.009**
11	53.894	195	.276		
12	57.760	199			
13	1.030	4	.257	1.384	.241
14	36.279	195	.186		
15	37.309	199			
16	26.805	4	6.701	2.635	**.035**
17	495.935	195	2.543		
18	522.739	199			
19	2.448	4	.612	2.833	**.026**
20	42.124	195	.216		
21	44.572	199			
22	.973	4	.243	1.173	.324
23	40.434	195	.207		
24	41.407	199			
25	4.059	4	1.015	2.475	**.046**
26	79.941	195	.410		
27	84.000	199			
28	.959	4	.240	.573	.683
29	81.575	195	.418		
30	82.534	199			
31	2.548	4	.637	2.599	**.037**
32	47.790	195	.245		
33	50.338	199			

Inference

There is no significant difference in Most preferred social media factor (F=2.184, P>.05), Driving force to social media than mass media factor (F=1.384, P>.05), Consumer review that affect purchase decision factor (1.173, P>.05) and Length of decision-making process factor (F=.573, P>.05) among the respondents of different occupation group. There is significant difference in Preference of more time spent (F=7.188, P<.05), Drive behind joining a brand (F=5.037, P<.05), Use of social media sites factor (F=3.496, P<.05), Source of data before purchase factor (F=2.635, P<.05), Search of alternative in social media factor (F=2.833, P<.05), Buying decision affect by social media factor (F=2.475, P<.05) and Opinion on social networking sites factor (F=2.599, P>.05), among the respondents of different

occupation group.

Table 5: Analysis of Variance of the respondents of data performance

Descriptive	Sum of Squares	df	Mean Square	F	Sig.
1	49.157	4	12.289	4.577	**.001**
2	523.613	195	2.685		
3	572.770	199			
4	2.709	4	.677	2.109	.081
5	62.634	195	.321		
6	65.343	199			
7	2.538	4	.634	1.697	.152
8	72.889	195	.374		
9	75.427	199			
10	1.314	4	.329	1.135	.341
11	56.446	195	.289		
12	57.760	199			
13	.159	4	.040	.209	.933
14	37.150	195	.191		
15	37.309	199			
16	27.952	4	6.988	2.754	**.029**
17	494.787	195	2.537		
18	522.739	199			
19	.553	4	.138	.613	.654
20	44.019	195	.226		
21	44.572	199			
22	.171	4	.043	.203	.937
23	41.235	195	.211		
24	41.407	199			
25	2.663	4	.666	1.596	.177
26	81.337	195	.417		
27	84.000	199			
28	2.652	4	.663	1.618	.171
29	79.882	195	.410		
30	82.534	199			
31	.633	4	.158	.620	.648
32	49.705	195	.255		
33	50.338	199			

Inference

There is significant difference in Most preferred social media factor (F=4.577, P<.05) and Source of data before purchase factor (F=2.754, P<.05) among the respondents of different monthly income group. There is no significant difference in Preference of more time spent (F=2.109, P>.05), Drive behind joining a brand (F=1.697, P>.05), Use of social media sites factor (F=1.135, P>.05), Driving force to social media than mass media factor (F=.209, P>.05), Search of alternative in social media factor (F=.613, P>.05), Consumer review that affect purchase decision factor (.203, P>.05), Busying decision affect by social media factor (F=1.596, P>.05) Length of decision making process factor (F=1.618, P>.05) and Opinion on social networking sites factor (F=.620, P>.05) among the respondents of different monthly

income group.

CONCLUSION

In India, Facebook dominates the social media landscape, much to the delight of marketers. It grants them access to more than 96,000,000,000,000 Facebook users. Brands are watching Pinterest, Twitter, LinkedIn, and Google Plus. As these networks grow, brands will use them to connect, advertise, and build relationships. More than half of the businesses surveyed struggle to measure social media results using metrics such as followers, retweets, likes, shares, and comments.

0 to 5 percent of advertising budgets are allocated to social media marketing. This is expected to grow as business owners and marketers discover how to maximize social media's contribution to a business goal and how to track its success through conversions and other metrics. There is a good chance that people in urban and rural India will have easier access to the internet and social media as a result of the widespread availability of cheap smartphones and the general increase in mobile phone use. Early adopters are already profiting and promoting their brands through social media. Social media participation may not increase loyalty or spending if consumers already like a brand or company. A friend or relative's recommendation could help. When someone "likes" a company on Facebook or retweets its message on Twitter, the social community's influence is felt. By appealing to their customers' sentiments, businesses can encourage word-of-mouth advertising through social media. Businesses need to provide a one-of-a-kind social media experience that benefits customers and takes advantage of the social network.

References

1. S. Gupta and J. Kaur, eds (2014). “A comparative assessment of the performance of selected Indian commercial and public sector banks,” according to the report. The International University Press Journal of Bank Management, vol. 13, no. 2, pp. 65-83.
2. The following year, M. Ibrahim published “A comparison analysis of financial performance between Conventional and Islamic banks in the United Arab Emirates.” 5 (4), 868-874. International Journal of Economics and Financials Issues, volume 5, number 4.
3. In 2012, S. Kharti published a paper titled “Comparative financial study of three Indian banks.” This is a previously unpublished article. 142
4. N. Malhotra and P.K. Aspal (2014) published a paper titled "Performance assessment of new private sector banks in India." The Indian Journal of Commerce, volume 67, number 2, pages 23-37.
5. A comparison analysis on the financial performance of SBI and ICICI Banks was published in 2015 by Misra, P., and Yadav, A.. The Indian Journal of Commerce, volume 68, number 2, pages 64-70
6. The performance assessment of private banks in India was published in 2012 by the Moniska and Singla research groups. The Indian Journal of Commerce, volume 65, number 4, pages 39-51.
7. B. Nimalathasan, B. Nimalathasan, B. Nimalathasan,
8. B. (2008). An application of the CAMEL rating was used in a comparative assessment of the financial performance of the banking industry in Bangladesh. No. 2 in the Economies and Administrative series of the Annals of the University of Bucharest, pp.141-152.
9. “Evaluating the performance of commercial banks in India using the Malmquist and DEA

Approach: Some evidence," Pandey and Singh (2015). Pandey, P. and Singh, S. (2015). The International University Press Journal of Bank Management, vol. 14, no. 2, pp. 22- 25.

10. An study of the performance of private and public sector banking systems was published in 2014 by Rao,

11. M. 104-109 in International Journal of Business and Administration Review, volume 2, number 5.

12. Ray, C., and Mohan, T. (2004), "Comparing performance of public and private sector banks: A revenue maximisation efficiency approach," in Journal of Banking and Finance, vol. 15, no. 1. Economic and Political Weekly, volume 39, number 12, pages 1271-1276.

13. Rustam, A., and Rashid, K. (2016). (2015). An ANNOVA model was used to conduct a comparative assessment of the performance of local and international banks in Pakistan. The International University Press Journal of Bank Management, vol. 14, no. 1, pp. 8-20.

14. Selvakumar, M., and Aruna, G., eds., 17. (2013). « Performance assessment of Regional Rural Banks in India » is the title of this paper. The Indian Journal of Commerce, volume 66, number 1, pages 84-93.

15. 'A study of financial performance: A comparison examination of SBI and ICICI Banks', by A. Singh and P. Tandon (2012), is available online. IJMFR. 1(1). pp.65-71 143 International Journal of Marketing, Financial Services, and Management Research

16. "A study of financial performance: A comparison examination of SBI and ICICI banks," Tandon, P., and Singh, A., (2012). Marketing, financial services, and management research are all covered in this international magazine. 1. (14). Pp.56-71

17. Walia, K., and Kaur, P. (2000). (2013). A study of selected commercial banks was conducted with the purpose of evaluating the performance of the Indian banking industry. The International University Press Journal of Bank Management, volume 14, number 2, pages 39-47.

18. Webb, R., and Kumbirai, M. (2010). "A financial ratio study of commercial banks performance in South Africa." Journal of Financial Institutions and Markets. 2(1), pp. 30-53, in African Review of Economics and Finance (AREF).